

DEER CAMP® Primary Logo

Upper Hand DEER CAMP Primary Logo

DEER CAMP®

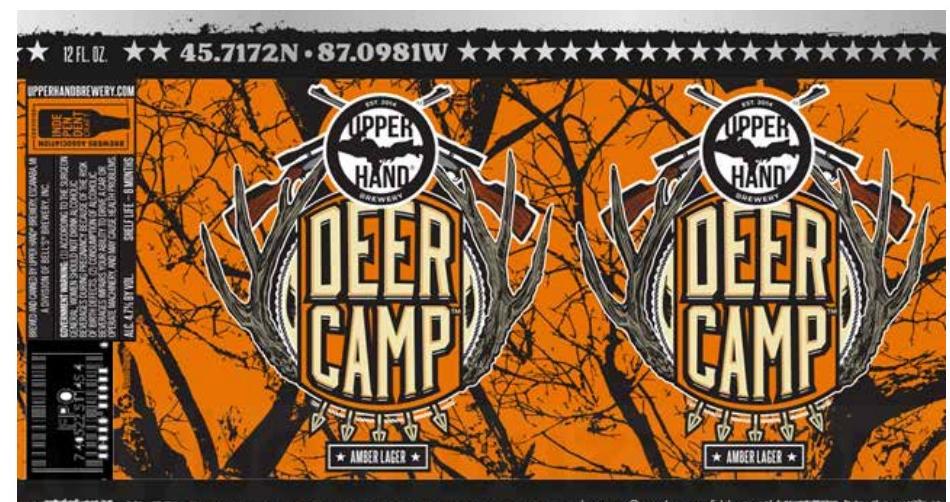
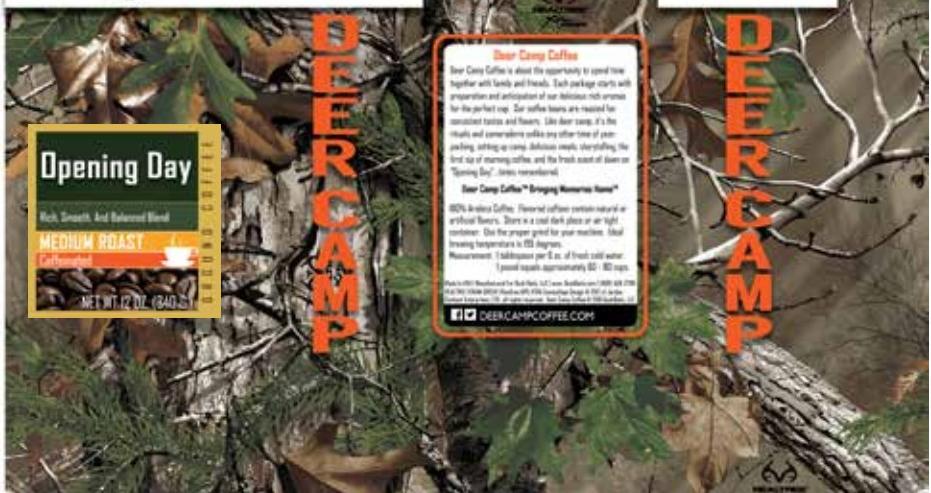


Image Courtesy of Upper Hand / mybeerbuzz.com

Brand Colors/Graphic Elements

DEER CAMP®

Animal Elements

Use of cervid animal “deer” elements predominantly displayed on packaging.

Dominant Elements

The following elements have greater visual weight. It exerts force of what is around it. The following dominant elements on the packaging include, but not limited to; circles, rectangles, squares, stars, outlines, rounded corners, size, texture, saturation, contrast, orientation, white space, perceived weight, focal points.

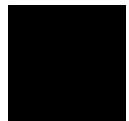
The name DEER CAMP prominently placed in all upper-case letters.

Accent and Core Colors

Core colors with accent earth tone colors.



Orange
HEX: #F05A26



Black
Hex: #000000



White
Hex: #FFFFFF



Accent Color
Hex: #8C806A



Accent Color
Hex: #875836



Accent Color
Hex: #D9B550

Typography

Similar Font style and size

Font type: Langdon Shadow

Is a bold, compressed San Serif, drop shadow font.

All capitalized lettering and contoured.

DEER CAMP font uses black. Font colors on packaging use black, white, and orange.

Upper Hand - DEER CAMP

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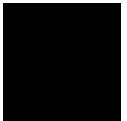
The name DEER CAMP prominently placed in all upper-case letters.

Accent and Core Colors

Core colors with accent earth tone colors.



Orange
HEX: #E87524



Black
HEX: #000000



White
HEX: #FFFFFF



Accent Color
HEX: #8E8871



Accent Color
HEX: #943C1A



Accent Color
Hex: #F1E6B2

Typography

Similar Font style and size

Font type: Unknown San Serif style

Is a bold, compressed San Serif style, drop shadow font.

All capitalized lettering and contoured

DEER CAMP font uses black. Font colors on packaging use black, white, and orange.

Brand Colors/Graphic Elements

DEER CAMP®

Hunting Elements

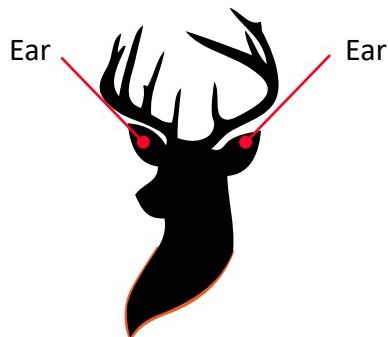
Rifle scope sight aimed at a trophy buck. Rifle bullets with speeding smoke trail aimed at trophy buck.



Graphic Elements

Deer Ears

Two deer ears next to antlers.



Upper Hand - DEER CAMP

Hunting Elements

Rifles, scope, trophy buck.



Graphic Elements

Deer Ears

Two deer ears next to antlers.



Brand Colors/Graphic Elements

DEER CAMP®

Graphic Elements

Dominant Shape

Black stroke on circle with black silhouette graphic element.



Deer Antlers

Total eight deer tines. Four deer tines on each side.



Basic Shapes

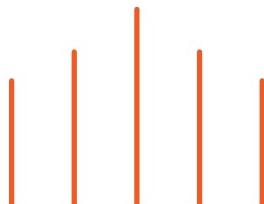
Stars

Solid colored stars with same number of points and internal radius style.



Archery Arrows

Five archery arrows extending outward.



Upper Hand - DEER CAMP

Graphic Elements

Dominant Shape

Black stroke on circle with black silhouette graphic element.



Deer Antlers

Total eight deer tines. Four deer tines on each side.



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Solid colored stars with same number of points and internal radius style.



Archery Arrows

Five archery arrows extending outward.



Brand Colors/Graphic Elements

DEER CAMP®

Graphic Elements

Basic Shapes

Rectangle

Product type shape predominantly featured, outlined, and font type color is white.

Opening Day The Rut

Background Design

Creative Background Pattern

3D Camouflage



Vector based graphic paths of trees, limbs, branches, leaves, bark, and brush to make a camouflage illustration. Use of shadows rendered, fill style, color and contrast are similar styles used.

Jordan Outdoor Enterprises, Ltd, Realtree® licensed camouflage patterns are featured on packaging.

Product Size

12 FL OZ.

Upper Hand - DEER CAMP

Graphic Elements

Basic Shapes

Rectangle

Product type shape predominantly featured, outlined, and font type color is white.

★ AMBER LAGER ★

Background Design

Creative Background Pattern

3D Camouflage



Vector based graphic paths of trees, limbs, branches, leaves, bark, and brush to make a camouflage illustration. Use of shadows rendered, fill style, color and contrast are similar styles used.

Product Size

12 FL OZ.

Brand Colors/Graphic Elements

DEER CAMP®

Typography/Layout Positioning

Type and Objects

Elements have raised effects from background. Not a flat design.

Placement of key elements of object and words from top to bottom.

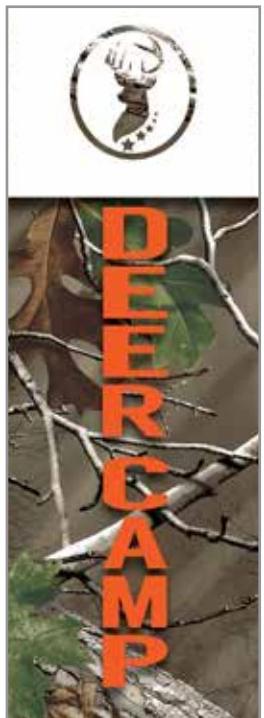
Top Placement: Dominant shape - Circle

Middle Placement: Typography arrangement - DEER

Bottom Placement: Typography arrangement - CAMP

The circle shape appears above the word DEER.

The word DEER appears above the word CAMP.



Upper Hand - DEER CAMP

Typography/Layout Positioning

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Top Placement: Dominant shape - Circle

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Bottom Placement: Typography arrangement - CAMP

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